

Claims

1. A method of partially applying a hot-melt pressure sensitive adhesive composition to a backing material, in which

5 • the hot-melt pressure sensitive adhesive composition is applied by an applicator to a moving transfer means in such a way that a film formed from the hot-melt adhesive composition comprises voids;

 • the film applied to the transfer means is subsequently applied to a backing material, which is likewise moving.

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2. A method of partially applying a hot-melt pressure sensitive adhesive composition to a backing material, in which the hot-melt pressure sensitive adhesive composition is applied by means of an applicator to a moving backing material in such a way that a film formed from the hot-melt adhesive composition comprises voids.

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3. The method as claimed in claim 1 or 2, wherein the applicator is a slot die and/or the transfer means is a roll.

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4. The method as claimed in any of claims 1 to 3, wherein the percentage fraction of the area coated with the hot-melt adhesive composition is between 30% and 99%, preferably from 40% to 95%, with particular preference from 50% to 92%.

5. The method as claimed in any of claims 1 to 4, wherein the film of the hot-melt pressure sensitive adhesive composition is extended beyond its yield point by tensile and shear forces which are proportional to the difference in speed between the film of the hot-melt pressure sensitive adhesive composition and the backing material or transfer means, and tears, so that the film formed from the hot-melt adhesive composition has voids.